



Command Philosophy

Naval Health Clinic Cherry Point

2017

Our Motto: “FIRST PLACE ALWAYS”

First to the fight, first to save lives and first to have my Shipmate’s back!

Our Philosophy:

PEOPLE:

- We live the “Golden Rule”, that we will treat each other and our patients as we would want to be treated.
- We recognize, develop and nurture our staff.
- We ensure maximum readiness for Marine Corps and Navy units assigned.
- We cherish our beneficiaries.

TRUST:

- We exemplify “Authenticity” in who we are and what we do.
- We embrace the sacred trust that is bestowed in us while serving our beneficiaries and warfighters.
- We demand trust from leaders and subordinates to make decisions, on and off duty, that reflect our Core Values and emulate the highest character.

EXCELLENCE:

- We will always strive to live by our motto to be “First Place Always” in all we do.
- We will perform daily at the highest level capable, with a positive approach to our duties and shipmates.
- We will exceed the metrics that measure the highest quality of care for our patients.
- We will perform as a High Reliability Organization.